"The Crowd Roars" Good $30,000, Capitol, N.Y.

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 17 | TORONTO 2, CANADA | August 13th, 1938

HAPPY DAYS ARE HERE AGAIN!

and the first is

"THE CROWD ROARS"

Bob Taylor's follow-up hit
to "Yank at Oxford"

(See M-G-M Harvest Inside)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

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Here are the Stars of Metro-Goldwyn-Mayer leading the Parade of Hits starting now, and coming in happy months ahead!

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The Best Picture in which he has ever appeared

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in Victor Herbert's
"SWEETHEARTS"
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LIONEL BARRYMORE
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"A CHRISTMAS CAROL"
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•

COMING GREAT PICTURES! WATCH FOR THEM! THEY'LL MAKE *ALL* OF 1938-1939 A HAPPY MOVIE NEW YEAR!

Look for importantly fine entertainments from M-G-M all through this winter and spring Among the big, notable attractions to come Spectacular dramatization of KENNETH ROBERTS' "NORTHWEST PASSAGE," in Technicolor, starring ROBERT TAYLOR, SPENCER TRACY and WALLACE BEERY NORMA SHEARER and CLARK GABLE in the celebrated stage hit, "IDIOT'S DELIGHT" The riotous MARX BROTHERS in "A DAY AT THE CIRCUS" The famed WIZARD OF OZ, in Technicolor, with a star-studded M-G-M cast CLARK GABLE and MYRNA LOY in the thrills of "THE GREAT CANADIAN" "THE WOMEN" the most daring New York stage hit in years and MORE! MORE! MORE!

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Publisher

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THE MONOPOLY CHARGE

FOR a long time, The Digest has talked about the Industry which is made up of production, distribution and exhibition, which is made up of chain circuits, with and without product and distribution affiliations, which is composed of independent theatres and independent producers and distributors, sitting honestly and sincerely around a table, and eliminating and adjusting those grievances which give voice to the words, "Trust" and "Monopoly".

Growth of power and interests, of finance, is difficult to control outside the bounds of being monopolistic. Such growth does not produce trade or public opposition, unless it becomes a hardship and becomes unbearable.

When those who are oppressed, or those who think they are oppressed, give voice to their opinion, it is time that those who are accused take heed.

The protesting voice may have no real grievance, it may have no cause for complaint, two factors which are not necessary to consider in a business such as ours, which deals essentially in Good Will, but the Good Will is Essential.

We have a habit in our Industry of letting things slide. We play about with Issues, hoping that nothing will happen and that we will get by.

All our trade practices are not good because they are revenue producing, or smart.

We have, in The Digest, continually preached that a new social order is being created; and that the complaint of an Under-Dog today is repeated by thousands and thousands, millions of under-dogs ready to take up the cry for Justice.

It is the spirit of the times, or Dictators would never have been born, nor permitted to exist as our generation knows them.

There is no business in the world so much in the public eye as Motion Pictures, it is EVERYBODY'S BUSINESS.

All the troubles which this Industry faces because of the FILM BUSINESS MONOPOLY charge, can be taken care of, if the leaders of our Industry and the Independents, the latter who unquestionably have precipitated the Government charge, formulate a contract which gives all of them and each of them a chance to remain and operate their respective businesses profitably.

Take a look at the film situation in Canada. How much good will has Famous Players? Have you heard the grumbling and murmuring there? It is an old sore, and just ripe for spreading CONTAGION. What are the producer-distributors doing about the lack of goodwill there? They have accepted an impossible situation for years, and only this year United Artists had the courage to refuse to be bulldozed, with the result that this company revealed the Weakness of the Big Bully. Who else has the courage, outside of The Digest?

RAY PRESENTS

RAY LEWIS

ANOTHER rumour gets spiked, this time it is the one which concerns the G. F. D. and Universal, for Mr. C. M. Woolf announces a long term contract for the release of Universal product in Great Britain, and a further strengthening of his company's relations with the American company.

I hear that a good deal of fresh finance has gone into production activities of Universal, which will give this company whatever is necessary for its budget of productions. The added finance by the Woolf interests also reveals that the British control of Universal has increased.

Meanwhile, it looks as if G.F.D. will have a world-beater in the Pascal production of Bernard Shaw's "Pygmalion". How it managed to get produced, is one of those fairy stories one might expect from a Walt Disney tale, but strange as it may seem, it is nevertheless true; and stranger still is the story from those who have had a chance to see the picture, even in the rough, for they tell me, that it is not only the best picture made in Great Britain, but the best picture produced anywhere.

MR. THEODORE CARR, of the Hays' association, who is over here making a British Film survey, said of "Pygmalion", "Not only is 'Pygmalion' a magnificent British film, but one of the most brilliant pictures ever produced in the world".

This sounds as if G.F.D., plus Pascal, the producer, plus Anthony Asquith the director, not overlooking the venerable Bernard Shaw, HAVE SOMETHING, which furnishes the most cheering news which the Film Industry can have. For what is as comforting, as profitable, as satisfying to everyone concerned, as a good picture?

Mr. Gabriel Pascal, with whom I had a chat, left on the "Normandie" for New York, taking a print of his picture with him. Dr. Giannini accompanied Mr. Pascal, and I understand arrangements are to be made for a showing of the picture at Radio City Music Hall. It will be the first time a British-made picture shows in America before a London showing.

Following Mr. Pascal's visit to New York, he will attend the International Film Festival at Venice, and will show his picture there.

AN INTERVIEW with Anthony Asquith, who has directed the picture so brilliantly, revealed the fact that Bernard Shaw actually wrote a new scene for the picture, the reception scene which was only referred to, in the play.

"Wendy Hiller and Leslie Howard have been ideally cast, and this picture will reveal Wendy Hiller as one of our great British film stars," said Mr. Asquith.

I asked Mr. Asquith what other pictures he was going to do, and his reply was, that his plans are still in a tentative stage, but soon he would be in a position to make an announcement.

Anything Anthony Asquith has done by way of pictures has been good. I am glad that he has a great success in "Pygmalion", he is a sincere, conscientious director, with vision and good showmanship sense; he should, if given sufficient to do, help to make the British film an asset for a world market.

I HAD a talk with Victor Saville who appears to be happily situated at the M-G-M studios at Denham.

Saville has long enjoyed a reputation as being one of England's best producers. He started in film production back about 1920, just around the time that Herbert Wilcox decided to have a try at it.

As a matter of fact, Mr. Saville went into film business with Charles Wilcox, Herbert's brother; and Herbert Wilcox, after asking some questions about what they were doing, said, "I think I'll go in with you".

It looks as if the thinking was a "bit of alright", for both Herbert Wilcox and Victor Saville have become leading producers of British Films.

I asked Mr. Saville how he is going to like doing the work behind the scenes as it were; and he replied, "Well, I am going to miss the holiday part of production, the part which I so much enjoyed. Going on the floor, after preparing a script, always seemed a holiday to me. However, I am not having much time for thinking about it, as the policy here is to carry on with the preparation of scripts for production, so that at the present time, with 'The Citadel' half-way through, I have three scripts already completed and ready to go on the floor, namely, 'Good-Bye, Mr. Chips', 'National Velvet' and 'And So—Victoria', and another script half-way

(Continued on Page 11)

Columbia's Capra Production, "You Can't Take It With You", Now In Cutting Room Awaiting Preview

Digest Reviews and Previews

(*Continued from Page 6*)

"PICTORIAL REVUE, No. 11"
VITAPHONE

DIVIDED into three parts, the uses of bakelite, the fascinating greyhound racing, and the production of perfume. All three subjects contain much that is interesting to the layman. Well worth booking.

Running time—11 minutes.

"MICKEY'S PARROT"
RKO RADIO

ANOTHER Walt Disney "Mickey Mouse" that will go over big with your patrons. In this, Mickey and Pluto are visited by a parrot, whom they mistake for "Machine Gun Butch", an escaped killer. Popcorn is mistaken for machine-guns, and the whole thing is lots of fun for all.

Running time—8 minutes.

"THE FIGHTING JUDGE"
VITAPHONE

ANOTHER of the Floyd Gibbons, "Your True Adventures" series, and in our opinion one of the worst of the lot. When we reviewed "Dear Old Dad", we begged Gibbons to return to the exciting adventures he depicted in the earlier series, but this is another sentimental theme, that contains little "adventures". Subject centres around the famous New England author, Oliver Wendell Holmes, and his son, the Judge. Skip it.

Running time—1 reel.

"MARCH OF TIME, No. 13"
RKO RADIO

DIVIDED into two sections, the first dealing with traffic problems and solutions. Shows new devices planned to untangle traffic congestions. Second section, "The Threat to Gilbraltar", shows the efforts of the Fascist powers to establish an important military stronghold in the neutral zone of Tangiers, only 40 miles distant from the British base. Both subjects are dealt with in interesting fashion.

Running time—20 minutes.

"CITY SLICKER"
COLUMBIA

THE latest "Scrappy" cartoon, in which Scrappy is a city slicker visiting his country cousin. Scrappy pulls all his city tricks on the hapless cousin, and even makes a play for his cousin's girl. The cousin get the last laugh, by pretending he has the measles, while Scrappy beats a quick retreat. Worth booking.

Running time—6 minutes.

"PORKY AND DAFFY"
VITAPHONE

I LAUGHED myself sick at this, and your audiences will probably do the same, so don't pass it up. It's a cartoon with Porky the manager of Daffy Duck, a goofy prize fighter. Daffy is matched with the champ, a rooster, and the fight is the essence of something or other. Daffy wins by a knockout, and so will you if you book it.

Running time—7 minutes.

PERSONAL MUSINGS

AT the luncheon meeting of "Motion Pictures' Greatest Year" Campaign, I had the great pleasure of meeting P. J. Nolan, who operates the Columbia and Rex Theatres in Ottawa. Mr. Nolan tells me that the last time he had seen me, I was still in short pants, and that's quite a number of years ago. Many of you will remember when "Pat" was Mayor of Canada's Capital City and his office was a rendezvous for all visiting exhibitors. You will be glad to know, that he looks 100%, and tells me he is feeling as fit as ever.

Another out-of-town exhibitor it was my pleasure to meet at the same luncheon was Mr. Joe Franklyn, president of the Franklyn-Herschorn independent circuit of Saint John, N.B., also looking "in the pink".

I felt sorry for Nat Taylor when he had to censure and rule "out of order" one of his friends, for bringing up the question of "clearance".

Windsor's "Gold Dust Twins" were in town this week, namely Simon Meretsky and Cem Merritt.

Olga Brownell, of the Warner Toronto office, returned from holidays last week with a vicious coat of tan.

Señor Bull, of the Regent Theatre, Collingwood, was in Toronto this week, vigorously declaiming that he received any bequest from the Mrs. Horlick Sidley will.

Ted Carey, head office accountant, RKO of Canada, is vacationing.

Mr. and Mrs. H. J. Sutherland, who operate theatres in St. Mary's, Goderich, Seaforth and Clinton, Ont., were touring the Toronto exchanges this week.

Leo M. Devaney, Canadian General Manager RKO, Haskell M. Masters, ditto with U.A., and J. J. Fitzgibbons, Famous Players, left Toronto early this week to address meetings across the country on the "Motion Pictures' Greatest Year" Campaign.

Gord. Calhoun, Capitol, Aylmer, touring the Toronto exchanges.

Alf Piggins, chief booker, Warner Bros. Toronto, can be seen almost every minute of the day, in his "flea-boat" out Frenchman's Bay way.

Abe Cass of Columbia, had a swell scheme all rigged up if Gord Lightstone of Metro had decided to make a speech when accepting the appointment as Exchange representative on the local committee of the "Motion Pictures' Greatest Year" Campaign. But Gord just nodded his acquiescence.

If you don't think Tom Daley, manager of Toronto's Imperial Theatre, is proud of that youngster he adopted a couple of years ago, just get into a conversation about children with him. We were bursting with pride about our own offspring when we started to talk to Tom, but afterwards, we realized that ours was just another infant.

Bob Eves of the Eglinton, Toronto, is driving a new Ford V8 these days. And it's a convertible coupe, too. Some class!

From "Wardour Street Gossip" by Ernest Fredman in the Daily Film Renter, London—"Card in from Ray Lewis, who, to my complete surprise, is apparently at Balmoral attending the shooting of the scenes Herbert Wilcox is doing for "Sixty Glorious Years". She certainly gets about, and probably sees a great deal more actual production during the time she's in England, than I do in ten years".

Congratulations to Frank Meyers, genial Toronto Branch Manager for RKO Radio, and to W. S. Jones, Vancouver Branch Manager for the same company, who tied for second place in the Ned E. Depinet Sales Drive.

"Ray L."

THANKS SUBSCRIBERS!

Leo Mascioli, Timmins Theatres Ltd., Timmins, Ont.—3 yrs.

Jack Nelson, Capitol Theatre, North Bay, Ont.

A. Fassio, Capitol Theatre, Brownsburg, Que.

A. Fassio, Rex Theatre, Lachute, Que.

Billy Novak, Capitol Theatre, Regina, Sask.

W. E. Beatty, Stettler Theatre, Stettler, Alta.

Metro Premium Co., New York City.

"Mother Carey's Chickens" Boosts Hippodrome, Baltimore, To $14,000 Week. Excellent

"Motion Pictures' Greatest Year"

CANADA joins up! Last week, with no fanfare of trumpets, an enthusiastic group of Canadian exhibitors unanimously pledged their co-operation for what will probably turn out to be the most important promotion drive in the history of the Industry. The "Motion Pictures' Greatest Year" Campaign is the Trade's own prescription for her present Box-Office malady—and Canada has been cut in for a share of the medicine! A few days ago, at the Hotel Astor in New York City, all branches of the Industry came together to decide on an emphatic publicity program for the coming season. An efficient organization was set up to carry out details of the campaign with able Paul Gulick, former director of Publicity for Universal Pictures, as official Coordinator.

Last Thursday, with the Mercury hovering around the 90 mark, Nat A. Taylor, president of the Motion Picture section of the Toronto Board of Trade, called to order the Drive's first Canadian meeting. Despite the intolerably humid weather, a large representation of the Industry were present — delegates from Famous Players, Bloom and Fine, Associated Theatres and all the Independent Ontario chains along with a goodly number of out-of-town exhibitors and Toronto Independents.

Mr. Taylor opened the meeting with an explanation of its *raison d'etre*. The Industry's books show red for 1937-8. The need for a drastic remedy is indicated. Causes for the poor condition of business are not far to seek. A general recession all over the continent, coupled with an anti-motion picture campaign in press and on radio, have combined to do great harm to our Industry. We must fight back. All interests, both large and small, must cooperate to put an end to bad business. . The best way to do this is through a vital publicity campaign.

J. J. FITZGIBBONS EXPLAINS PLAN

MR. J. J. FITZGIBBONS, Managing Director of Famous Players, then outlined details of the Campaign plans. The first essential, of course, is to get better publicity in the general press. Thus the drive will include a newspaper advertising campaign covering the important newspapers of the United States and Canada. This drive, in connection with the release of more than a hundred new pictures, will stress the essential place movies have come to occupy in the life of the country, and why American Movies are the public's best entertainment.

A feature of the Campaign will be a contest, presented by local theatres, which will be in the form of a question game, with prizes totalling a quarter of a million dollars. In this contest, no favoritism will be shown as to pictures, producers, chains or theatres. Free screen trailers embodying stars of different companies and various circularizations will be made available. It is probable, also, that star personal appearances will be arranged by the studios. The contest is ingeniously contrived to intrigue the public into the theatres. The prizes are munificent — first is $50,000, second $25,000, third, $15,000, fourth, $10,000 to a total of 5,000 prizes. It is significant that the Campaign will embody independent producers as well as independent exhibitors. Although the full details and rules of the contest have not as yet been announced, it will undoubtedly involve some game of skill in which the solutions will necessitate an intimate knowledge of the product current during the run of the drive. Millions of "Quiz Booklets" will be printed and allotted to the exhibitors for distribution to the Public — a hundred million copies are being planned for.

HASKELL MASTERS REVEALS FINANCIAL DETAILS

HASKELL MASTERS, Canadian General Manager for United Artists, explained the details of the financing of the Campaign. A million dollars is to be raised for the expenses of the drive. Half of this has been pledged by the producers and distributors in the U.S. A quarter of a million is being donated by the affiliated circuits. The remaining quarter of a million is to be contributed by the Independent exhibitors of Canada and the U.S. — eleven thousand theatres in all. Mr. Masters mentioned that at the New York meeting, 700 theatres pledged $75,000. Every Independent exhibitor is being asked to contribute 10 cents a seat to the Campaign.

Before the meeting was closed, a local campaign committee was formed, including representatives of Independent theatres, chains and Ontario exchanges — Dick Main of Associated Theatres, Herb Allen of Premier Theatres, Harry Alexander of Lansdowne Theatre, Morrie Stein of Famous Players, P. J. Nolan of Ottawa, Harry Firestone, Gordon Lightstone, Sam Fine, Hyman Freedman and others. Leo Devaney, Haskell Masters and Mr. Fitzgibbons will conduct regional meetings in other parts of the Dominion — the next will be held at Vancouver, followed in quick succession by meetings at Calgary, Winnipeg and Montreal.

SUBSEQUENT RUNS TO BENEFIT

THERE is one aspect of the contest which has occasioned considerable discussion already. Many exhibitors have questioned as to whether subsequent run exhibitors would have the same chance as first run exhibitors in carrying out of the contest. Mr. Herb Allen raised this problem at the meeting and it would be extremely advantageous to the Campaign if we cleared the matter up here. Actually, *subsequent* exhibitors will benefit most from the Greater Movie Season prize contest. In the contest, contestants will be required to answer 30 questions correctly — these thirty questions will be based on thirty films. During the contest there will be approximately 120 pictures released — an average of 10 pictures a week between July 20th and October 31st. On the average, only five of these ten pictures will have a first run showing which means that the other 5 will be released directly to the subsequent runs on or about release date. These latter, not playing first run, will naturally be all to the advantage of the subsequent run exhibitors. Then again, in the majority of situations, each first run account will play a first run picture from one to three

(*Continued on Next Page*)

Theatre Equipment and COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Next Astaire - Rogers RKO Hit To Be Story Of The Vernon Castles

Ray Presents

(*Continued from Page 4*)

through. These scripts are working scripts, which means that with very little alteration, the continuity will cover the story filmed when the director goes on the floor. This is the M-G-M policy, a thoroughness of preparation which makes production run smoothly and within the scheduled time. It, also, is partly the reason, a substantial part I would say, for the quality one finds in M-G-M product.

"Among the other pictures scheduled there are 'Busman's Honeymoon' and 'The Missing Miniature'. I find it particularly interesting and delightful to work with King Vidor, who has co-operated extensively in the preparation of the script. You know that the 'very intelligent' are always easy to work with, and Vidor belongs to that classification."

I asked Mr. Saville about the "And So—Victoria" story, in view of the two Victoria productions already produced, and Mr. Saville informed me that the M-G-M story only dealt with the life of Victoria up to the period of her Queenship. No one has as yet been selected for the child lead.

MR. SAVILLE, who has so successfully produced several of the musical successes of British Pictures, and who, more than any other director, has been responsible for giving Jessie Matthews the first pictures which made her a success in America, informs me he has no plans to produce musicals for M-G-M in England. "We have not the organization for the production of musicals in England such as M-G-M has at Hollywood; and, since the pictures which M-G-M is producing in England, are being produced by the same standards as the other M-G-M pictures made at Hollywood, no picture will be produced in England by this company which cannot measure up to this quality standard as set."

"Do you notice any change in the type of film which is being produced today?" I inquired.

"The swing over is away from the mad comedy which has been successful and prevalent," replied Mr. Saville. "The public is demanding more serious films. The time is opportune for a film like 'The Citadel' which not only is entertainment, but deals with an idea provocative of discussion and thought.

"There are one hundred and five speaking parts in 'The Citadel' and of this number 103 talk to Robert Donat, which gives you some idea of the amount of work which his character involves. Donat has practically been on the floor every minute of production."

"Motion Pictures' Greatest Year"

(*Continued from previous page*)

weeks whereas in subsequent runs (in single feature territories), exhibitors will play anywhere from 2 to 7 pictures a week, and (in double feature territories) from 4 to 14 pictures. At the most, a first run exhibitor, with a single feature house can only show 14 pictures during the period of the contest, whereas the subsequent run exhibitors can show as many as 120 pictures, depending on length of his protection period. Obviously, therefore, subsequent run exhibitors will play a far greater number of pictures than any first run house in the country.

PRELIMINARY PLANS COMPLETED

AT New York headquarters, preliminary plans and arrangements are being completed rapidly. All the responsible assignments have been made. Howard Dietz, Promotion Chairman, has finished his arrangements for the big press book which will carry all the details of the advertising campaign and the promotion connected with the contest. Al Wilkie is looking after all the phases of motion picture stills in connection with the campaign and also is heading the group which is in charge of magazine promotion. Meanwhile, George Schaefer, executive chairman of the Campaign, has set up eighteen regional meetings for exhibitors.

OPPORTUNITY TO RECOUP LOSSES

IT is our sincere opinion that this million dollar publicity drive offers Canadian showmen a magnificent opportunity to recoup losses suffered during the past year, and to ensure a prosperous 1938-39 season. The Digest intends to publish full details of the drive as soon as they are announced — it is to the exhibitors' best interest to keep abreast with this information and thus be able to benefit most fully from the Campaign. It is doubtless that in a few days the Industry from Coast to Coast will have pledged itself to the support, both financial and otherwise, of this important drive — Unquestionably the Industry, cooperating in this way, can stimulate a revived public interest in theatre entertainment — there is no doubt about it—

Motion pictures are your best entertainment.

Queen Victoria (Anna Neagle) is crowned Queen of England by the Archbishop of Canterbury. Scene from the Wilcox-RKO Radio production, "Sixty Glorious Years".

"The Crowd Roars", Starring Robert Taylor, Smash Hit Philadelphia, Pittsburgh Omaha, Seattle and Kansas City

EXHIBITORS CHOOSE BEST PICTURES

"KENTUCKY MOONSHINE"

"The best picture to play the Imperial during July was 'KENTUCKY MOONSHINE', starring the Ritz Bros. This is good down-to-earth entertainment, and a perfect solution for hot-weather box-office blues. The picture was well received by all who saw it."

TOM DALEY,
Imperial Theatre,
Toronto, Ont.

"THOROUGHBREDS DON'T CRY"

"Everybody liked this race-horse picture, with loud praise for Mickey Rooney, Judy Garland, and the new youngster, Ronnie St. Clair. An enjoyable picture in every way, and perfect for the neighbourhood houses."

A. WILKES,
King's Playhouse,
Toronto, Ont.

"ADVENTURES OF MARCO POLO"

"Playing this ahead of the opposition gave us a banner week. Our patrons go overboard for Gary Cooper in every picture in which he appears, and one and all, liked this. Lobby comment as overheard was very favourable."

M. AXLER,
Strand Theatre,
Toronto, Ont.

"RAGE OF PARIS"
"HOLIDAY"

"It's a toss up between these two fine features. Both did excellent business at the Uptown, and both were well liked by the audiences. Personally, I was very struck with Danielle Darrieux's fine performance, and it was a pleasure to hear a French actress who didn't mouth her words. Her accent is a decided asset, and she should be okay for Canadian and American audiences. Katharine Hepburn's stock should be boosted 100% as a result of her performance in 'HOLIDAY'. Everybody enjoyed it."

JACK ARTHUR,
Uptown Theatre,
Toronto, Ont.

"ADVENTURES OF ROBIN HOOD"

"July was a 'ROBIN HOOD' month for us. Not only was the picture good, wholesome entertainment, but it brought out the adults in surprising numbers, despite the fact that we had the largest juvenile attendance in the four years I have been here. It is a grand show."

DAN KRENDEL,
Tivoli Theatre,
Toronto, Ont.

Stop ! Look ! Listen !

"Good will at B.O. long neglected" — "Need for Action" heading front-page "Variety" . . . Rumour Columbia may release Pascal's "Pygmalion", starring Leslie Howard and Wendy Hiller, from play by George Bernard Shaw . . . Report Charles R. Rogers, former producton head Universal, may produce for Samuel Goldwyn . . . Claudette Colbert and Bob Burns signed to one-picture deals by RKO Radio . . . Warner Oland, famous movie "Charlie Chan", passes away in Stockholm; J. Edward Bromberg mentioned as successor in "Chan" roles . . . Warners seek permission from Securities & Exchange Commission to refinance $49,400,000 optional 6% convertible bonds . . . . Deal between E. W. Hammons and Grand National reported set . . . latest reports state Metro will finance and release Selznick's production of "Gone With The Wind", with Clark Gable definitely set as Rhett Butler; deal permits Selznick to choose star for Scarlett O'Hara from Metro ranks or elsewhere . . . Greta Garbo to make "Madame Curie" for M-G-M . . . Harold B. Franklyn, former president RKO Theatres, named business manager 'Motion Pictures' Greatest Year" campaign . . J. F. Meyers, Toronto Branch Manager, and W. S. Jones, Vancouver Branch Manager, tied for 2nd place in Ned E. Depinet RKO Radio Drive; 1st place won by Charles Boasberg, Buffalo . . . Moe Siegel appointed executive producer, Republic Pictures . . . . Carole Lombard and William Powell to co-star in second of Ernst Lubitsch productions, financed by Myron Selznick . . . Chicago Independents pledge more than $10,000 to campaign fund "Motion Pictures' Greatest Year" . . . Loew's plan new de luxe houses in Cairo, Puerto Rico, and Adelaide, Australia . . . Monogram through W. Ray Johnston, president, pledges support to "Motion Pictures' Greatest Year" drive . . . Paramount enters Television field with purchase of interest in Allen B. Dumont Laboratories Inc. . . . Warners report they will increase British business by 22½% . . . Irving Berlin Tribute Program one of the greatest Radio has ever presented; $1,000,000 worth of talent . . . . Samuel Goldwyn announces new plan whereby employees share in profits; Robert Riskin, newly appointed executive assistant, first to be signed on new basis.

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THEATRE CONSTRUCTION AND RENOVATION

Four men, working steadily for three weeks, have completed an extensive program of interior and exterior redecoration of the Capitol Theatre, Brampton. The entire color scheme of the interior and front has been changed. All traces of black have been eliminated within the theatre. The original color of the walls has been changed to three shades of cream. Plaques have been turned from dark bronze to gold. At the front, cases have been transformed from black and gold to green and red, with the doors at the main entrance finished in red.

CRESTON, B.C.

The Poole Construction Company of Edmonton has been awarded a contract for the erection of a new moving picture theatre in Creston for Lloyd W. Johnston. Estimated cost when completed will be $30,000. The building construction of re-inforced concrete will have a seating capacity of 500 persons. The theatre will be equipped with R.C.A. High Fidelity sound system.

SHEDIAC, B.C.

A new theatre, the Capitol, opened here recently under the management of Joseph LeBlanc.

WINNIPEG, MAN.

R. Besler, owner of the Park Theatre, 689 Osborne Street, Winnipeg, reports that his house will undergo considerable alterations.

VERNON, B.C.

J. L. Haros, manager of the National Cafe, Ltd., has awarded general contract to David Howrie, Ltd., local contractor, for converting the National Ballroom into an ultra-modern theatre. Famous Players Canadian Corp. has signed a 15-year lease with Mr. Haros and associates, to occupy the new building. Total sum involved will be approximately $50,000.

THOROLD, ONT.

The Tivoli Theatre, Thorold, Ont., owned and operated by John Allen, has undergone complete renovation, making this house one of the most modern and up-to-date theatres in the Niagara District. Work was done entirely by local labor.

FORT WILLIAM, ONT.

Contract has been let for the installation of an exhaust-blower system in the Royal Theatre here, Gordon Carson, manager of the house, announced recently. The equipment will change the air in the theatre every two minutes.

"Amazing Dr. Clitterhouse" Gets $15,000, For 3rd Week, Strand, N.Y.

Merryl Lea In London

AT the Gaumont State Theatre, Kilburn, Saturday, July 23rd, a benefit performance really made history! Thousands gathered to attend the Eddie Cantor Children's Appeal Fund Benefit Performance and gladly paid from five shillings to two guineas two shillings a seat.

At 12 (Midnight) the show started. The streets were lined thick and deep with crowds anxious to catch a glimpse of the top-notchers of the stage and screen! They saw the arrival of, as Mr. Phil Hyams said, "Such a group of artists as has never been equalled, and not likely to be, in our generation."

Eddie Cantor, as Master of Ceremonies, who is extremely popular over here, said of the English, "Honest, I don't know how you get anything done over here. You are either having tea, going to tea, or coming from tea. Your tea is good — but I wish I could say the same about your coffee. Honest, I don't know what you use to make your coffee!" However, Mr. Cantor, I am sure, now has some idea of how the English "get things done". He raised approximately £80,000, for his Children's Fund from the latest reports that have reached me.

Of interest to Canadians, was a story which Mr. Cantor told. It seems he was on the train coming to London. He noticed an English gentleman staring at him, with something of a look of recognition. Finally Eddie thought he should know the man, so he half-smiled at him. Now when Eddie Cantor half-smiles, it's like turning two beacons on, so the man didn't hesitate any longer, saying, "You look so familiar — I am trying to think where I have seen you before".

"Well," said Eddie, "maybe you've heard me sing the 'Lambeth Walk'". That didn't seem to awaken any remembrances, so Eddie continued, "Well, I have a family, you know." Finally, he said, "I am the father of five daughters!"

"Oh," said the Englishman, with a look of smug satisfaction written on his face, "I know who you are — you're Mr. Dionne."

"Oh, no," said Eddie, "I'm only Cantor — Dionne in slow motion!"

LONDON'S MOST FAMOUS STARS

THE STARS, in the order of their performance included: Billy Bennett, currently appearing at The Palladium; Vic Oliver, a favourite American comedian in London; Senator Murphy, of The Palladium show; George Formby, England's favourite Yorkshire film comedian; Maurice Schwartz, currently appearing at the Phoenix Theatre in "Brothers Ashkenazi"; "Hutch", singer; Douglas Byng of "Maritza" at the Palace Theatre; Lupino Lane and his "Me and My Girl" company of the Victoria Palace; Ambrose and his Octette from the Café de Paris; Beatrice Lillie of "Happy Returns" at the Adelphi; Flanagan & Allen also of "Happy Returns"; Max Miller of The Palladium Show; Teddy Joyce and His Band; Holland & Hart, American dance team currently appearing at The Palladium; Gracie Fields, who has just completed "Keep Smiling" for 20th Century-Fox, and Hot Club Quintette Due France, Django Reinhardt & Stephan Grappelly.

The show, which lasted until nearly 4 A.M. was a laugh-getter from start to finish. The only solemn note in the entire performance was the appearance of Maurice Schwartz, who pointed out the humanitarian motive behind the evening's performance; he said, "That such an audience is gathered here, proves that the Democracy of England will triumph over brutality!"

Among the variety artists, Bill Bennett rendered the initial performance of the show. He revived some of the "restaurant jokes", like the one about the gentleman who enters a restaurant asking, "Do you serve crabs?" "Yes," said the waitress, "sit right down — we serve anyone." They may have been heard before, but told in the inimitable Bill Bennett manner, they drew laughter, and plenty of it!

SHIRLEY TEMPLE - ALIAS EDDIE CANTOR

EDDIE CANTOR sang his old favourites (and ours), "Oh Suzannah" and "If You Knew Suzie". Halfway through the performance, Senator Murphy appeared on the stage, announced that Eddie Cantor was having a sandwich and therefore he had the honour of introducing a "special star who has come from America especially for this performance —none other than — than — than" — and when the audience's excitement reached its peak, Senator Murphy introduced "Shirley Temple".

Out walked "Shirley Temple" — only it was Eddie Cantor, dressed as Shirley, complete to blonde wig! He sang a medley of her songs, with special emphasis on "Good Ship Lollipop" — finishing up with "If you got to go, you got to go!"

Lupino Lane and his "Me and My Girl" company, who had come on from their performance, at the expense of Mr. Lane, and enacted the scene from the play which introduced the famous "Lambeth Walk". About forty of the company were present in that one scene, and all ended up doing, "The Lambeth Walk".

Canada's Beatrice Lillie sang and "shook" a number, called "Rhythm", dressed in a black sequined gown, and wearing about a dozen orchids. Gracie Fields sang half a dozen numbers at about 3 A.M. Here is one comedienne who really has an excellent voice. Among her songs were, "Little Old Lady", "Whistle While You Work", and "Walter, Lead Me To The Alter". The audience joined in the chorus, and when she finished, cries of "More, More," resounded!

Douglas Byng, Vic Oliver and Max Miller, both talked and sang in a manner which "passes" on the Continent, but would probably be "censored" in good old Toronto. At any rate, it was all good fun — and for a good purpose!

LONDON ROUNDABOUT

AT the Eddie Cantor Show: Rosalind Russell, now playing opposite Robert Donat in "The Citadel" for M-G-M at Denham, surrounded by autograph-hunters. She looked lovely in green wrap, white frock, her hair piled up high in curls . . . Margaret Marshall, publicity woman of Imperator Films, who seemed to be enjoying herself thoroughly. Incidentally, Margaret's son, Michael, is playing in "The Royal Divorce". He is just three years old — and aside from once crying out "Nellie" on the set, during a tense moment, in the filming of the Coronation scene, when Pierre Blancher as Napoleon, was crowning Ruth Chatterton, as Josephine — Michael has been a perfect child actor. Screen celebrities don't impress him at all. When he grows up, we shall all remind him of the day when he sat in the restaurant at Denham, eating an ice, and singing at the top of his voice, absolutely oblivious of all surroundings . . . Waiting in line for blocks as the cars slowly crawled along to the State Theatre. What an interesting sight, the English crowds. Their smiling faces and simple remarks, their friendly attitude. Their remarks consisted of "Smile lady," "What a pretty dress," and wild guesses as to who each arrival was!

"Alexander's Ragtime Band" Breaks All Records Roxy, N.Y., With $80,000, 1st Week

Shooting the Stars

One of the greatest talent hunts in film history got under way as the Indian reservations of the Southwest were scoured for types to appear in leading Indian roles in M-G-M's "NORTHWEST PASSAGE"; the types desired were unable to be secured among the Indians of British Columbia, Idaho or Wyoming; the company left Wednesday for location at Payette Lakes, Idaho, with ROBERT TAYLOR, SPENCER TRACY and WALLACE BEERY in attendance . . . WARNER BROS.' film version of the FANNY HURST novel, "SISTER ACT", featuring PRISCILLA, ROSEMARY and LOLA LANE, GALE PAGE and CLAUDE RAINS, has been retitled "FOUR DAUGHTERS" . . . COLUMBIA this week signed ALEXANDER HALL to direct "THERE'S THAT WOMAN AGAIN", which will be a sequel to "THERE'S ALWAYS A WOMAN", and will again star MELVYN DOUGLAS . . . W. C. FIELDS will next be seen in "YOU CAN'T CHEAT AN HONEST MAN", produced by UNIVERSAL, to whom he is under contract for two pictures . . . HAL ROACH will start production on "TOPPER TAKES A TRIP", August 30, according to latest reports; ROLAND YOUNG will again play the title role, and CONSTANCE BENNETT, BILLIE BURKE, ALAN MOWBRAY will continue their original characterizations; the picture will be released by U.A. . . . JOHN CARRADINE, J. EDWARD BROMBERG and DOUGLAS FOWLEY have joined the cast supporting TYRONE POWER, ARLEEN WHELAN and HENRY FONDA in the 20TH CENTURY-FOX Technicolor picture "JESSE JAMES" . . . "A MAN TO REMEMBER" has been purchased by RKO RADIO and will be adapted to the screen as a three-way vehicle for EDWARD ELLIS, LEE BOWMAN and ANNE SHIRLEY . . . productions currently being filmed at M-G-M include "STABLEMATES", starring WALLACE BEERY and MICKEY ROONEY, directed by SAM WOOD, and "THREE LOVES HAS NANCY", starring JANET GAYNOR and ROBERT MONTGOMERY, directed by RICHARD THORPE . . . LEW LANDERS has been assigned by RKO RADIO to direct "ANNABEL TAKES A TOUR", second in the new series starring JACK OAKIE and LUCILLE BALL . . . JOHN CROMWELL will direct DAVID O. SELZNICK'S "MADE FOR EACH OTHER", co-starring CAROLE LOMBARD and JAMES STEWART for U.A. release . . . FRANKIE DARRO was signed this week for an important part in COLUMBIA'S "JUVENILE COURT", which will star PAUL KELLY and RITA HAYWORTH . . . PAT O'BRIEN and JOAN BLONDELL will co-star for WARNER BROS. in a newspaper story entitled, "NOT FIT TO PRINT" . . . DORIS LLOYD will have a featured role in "BY THE DAWN'S EARLY LIGHT", 20TH CENTURY-FOX picture co-starring WARNER BAXTER and ALICE FAYE.

Anna Neagle as the aging Queen, in the Herbert Wilcox-RKO Radio production, "Sixty Glorious Years".

Trans - Canada Showings

TORONTO

EGLINTON
"Test Pilot" (M-G-M), starring Clark Gable, Myrna Loy and Spencer Tracy.

IMPERIAL
"The Amazing Dr. Clitterhouse" (Warners), starring Edward G. Robinson, with Claire Trevor.

LOEW'S
"Port of 7 Seas" (M-G-M), starring Wallace Beery, and "Fast Company" (M-G-M), starring Melvyn Douglas and Florence Rice.

SHEA'S
"My Bill" (Warners), starring Kay Francis, and "Men Are Such Fools" (Warners), starring Wayne Morris and Priscilla Lane.

UPTOWN
"Return of the Scarlet Pimpernel" (London Films), starring Barry K. Barnes, and Sophie Stewart.

WINNIPEG

CAPITOL
"Lord Jeff" (M-G-M), starring Freddie Bartholomew and Mickey Rooney.

GARRICK
"No Time To Marry" (Columbia), starring Richard Arlen, and "Flight Into Nowhere" (Columbia), starring Jack Holt.

LYCEUM
"Battle of Broadway" (20th Century-Fox), starring Victor McLaglen and Brian Donlevy, and "Trapped By G-Men" (Columbia), starring Jack Holt.

METROPOLITAN
"Having Wonderful Time" (RKO Radio), starring Ginger Rogers and Douglas Fairbanks, Jr., and "Fast Company" (M-G-M), starring Melvyn Douglas and Florence Rice.

STARLAND
"Adventures of Tom Sawyer" (Selznick-U.A.), starring Tommy Kelly and Ann Gillis, and "Walking Down Broadway" (20th Century-Fox), with Claire Trevor.

MONTREAL

CAPITOL
"The Amazing Dr. Clitterhouse" (Warners), starring Edward G. Robinson, with Claire Trevor.

EMPRESS
"The Girl Was Young" (British), starring Nova Pilbeam, and "The Sky's the Limit" (British), starring Jack Buchanan.

ORPHEUM
"Algiers" (Wanger - U.A.), starring Charles Boyer.

PALACE
"Divorce of Lady X" (London Films), starring Merle Oberon.

PRINCESS
"Love Finds Andy Hardy" (M-G-M), starring Mickey Rooney, Judy Garland and Lewis Stone, and "Mr. Moto Takes A Chance" (20th Century-Fox), with Peter Lorre.

SAINT JOHN

CAPITOL
"White Banners" (Warners), starring Claude Rains and Fay Bainter.

EMPIRE
"Nobody's Baby" (M-G-M), with Patsy Kelly and Lyda Roberti, and "The Unguarded Hour" (M-G-M), starring Loretta Young and Franchot Tone.

MAYFAIR
"Cocoanut Grove" (Paramount), starring Fred MacMurray, and "Born to the West" (Universal), with John Wayne.

REGENT
"The Awful Truth" (Columbia), starring Irene Dunne and Cary Grant, and "Bordertown" (Warners re-issue), starring Paul Muni and Bette Davis.

STRAND
"Back in Circulation" (Warners), starring Pat O'Brien and Joan Blondell, and "When Knights Were Bold" (British), starring Jack Buchanan.

CALGARY

CAPITOL
"Shopworn Angel" (M-G-M), starring Margaret Sullavan and James Stewart.

KINEMA
"The Hurricane" (Goldwyn-U.A.), starring Jon Hall and Dorothy Lamour.

PALACE
"Love Finds Andy Hardy" (M-G-M), starring Mickey Rooney, Judy Garland and Lewis Stone.

STRAND
"True Confession" (Paramount), starring Carole Lombard and Fred MacMurray, and "Prison Farm" (Paramount), starring Lloyd Nolan.

VARIETY
"The Buccaneer" (Paramount), starring Fredric March, and "I Promise To Pay" (Columbia), starring Chester Morris.

VANCOUVER

BEACON
"Ladies in Distress" (Republic), with Alison Skipworth and Polly Moran. Also stage show.

DOMINION
"Crime School" (Warners), starring Humphrey Bogart and the "Dead End" kids, and "He Couldn't Say No" (Warners), with Frank McHugh.

ORPHEUM
"Having Wonderful Time" (RKO Radio), starring Ginger Rogers and Douglas Fairbanks, Jr., and "Saint in New York" (RKO Radio), starring Louis Hayward.

PLAZA
"The Rat" (Wilcox-RKO Radio), starring Ruth Chatterton and Anton Walbrook, and "Panamint's Bad Man" (20th Century-Fox), with Smith Ballew.

STRAND
"Port of 7 Seas" (M-G-M), starring Wallace Beery, and "Gaiety Girls" (London Films), starring Jack Hulbert and Patricia Ellis.